PRINT & FORM

BRAND ADVANTAGE TO YOU.
PRINT & FORM™ A NEW TECHNOLOGY DEVELOPED BY ANSON AND DISCOVERY FLEXIBLES. THE PROCESS OF MANUFACTURE IS UNIQUE AND ENABLES NEW AND EXCITING DESIGNS TO BE PRINTED ONTO RIGID PLASTIC PACKAGING.

The printing process allows for a number of different print combinations – you can print up to 9 colours (including white).

CUTTING EDGE
For 40 years anson has been forming exquisitely designed food packaging, employing all the latest material technologies. Through development and test trials with Discovery we are able to offer a printing process that allows for a variety of different print options.

MATERIALS
We can offer both PET/PE & PP in a printed format. All materials have been migration tested to ensure they are food safe. PP can be used in any microwave format.

LESS IS MORE
P&F™ increases the opportunity and debate for less packaging. This concept isn’t about replacing printed sleeves but it does make it possible to directly print internally and externally on to packs, with the option to apply printed heat seal film, adding value to the brands’ equity.
THE TECHNICAL BIT

Print & Form™ Technology is a unique technology only available from anson. There are three simple options:

PRINT INSIDE

P&F Technology i9/0
8 colours + opaque white printed on the inside (i9/0) of the pack.

PRINT OUTSIDE

P&F Technology o9/0
8 colours + opaque white printed on the outside (o9/0) of the pack.

PRINT BOTH SIDES

P&F Technology Premium 9/9
8 colours + opaque white printed on both sides (9/9) of the pack.

DESIGN & FORM

Print & Form™ is a ‘wallpaper’ style of application which can print graphics or photography. This is not a ‘tight’ registration process like other forms of packaging so the designs need to be random or a continuous pattern. anson can provide conceptual ideas and a unique process.

COLOUR OPTIONS

You can use process colours cyan, magenta, yellow & black, and you can also use Pantone® inks for consistent opaque colour. White is often used on clear material.

CONSULTANCY

We provide a P&F™ packaging and brand assist consultancy service to guide you through the processes and to maximise the visual impact potential for your brand. You can also tap into our spectrum of well conceived pre-designed packs, or you can work with our innovation team to design in partnership a new pack from scratch.

BRAND ADVANTAGE TO YOU.
CLIENT

KEN HOM™
BRAND

TESCO
RETAILER

KERRY
PRODUCER

OBJECTIVE

Ken Hom is Britain’s most loved and respected Chinese Celebrity TV Chef, food writer and author of dozens of cook books. Tesco were looking to communicate the brand identity through this new packaging format and wanted a more authentic feel to the product.

The bowl was developed to this brief whilst ensuring it could be used seamlessly in a manufacturing environment.

SOLUTION

Working with Kerry we developed an ideal pack design, which worked instore and showed off the graphics to their potential.

Once the pack was selected we started to develop a range of Chinese graphics to convey the oriental authenticity the brand stands for.

The final solution was instore within one month and works through all aspects of the supply chain. This development is an industry first and enables all microwaveable products to now be printed, enhancing the brand opportunities.

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KEN HOM™

TESCO RETAILER

KERRY PRODUCER

PRINT&FORM™

A COLLABORATIVE INNOVATION BETWEEN ANSON PACKAGING & DISCOVERY FLEXIBLES

discovery flexibles made in Britain
CLIENT

WALL’S

OBJECTIVE

Anson were approached by Kerry Foods to redevelop their Wall’s sausage packaging into rigid thermoformed trays. Additionally we were asked to come up with ideas on how we could further enhance the brand on shelf. The brief was to develop three different sausage formats in order to maximise on shelf presence and to have the ability to heatseal the product. Print & Form was used to further enhance the Wall’s brand and to offer a point of difference in store.

SOLUTION

Using Print & Form, we developed a number of imagery concepts showing how the printing of the trays could give strong shelf presence and reinforce the brand.

The material used was Anson rPET50, which has at least a 50% recycled content and has the ability to be recycled.

The final design was developed by Kerry Foods and after trialling we successfully produced a range of trays which can be heatsealed and have a fully peelable top film.

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